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UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION
USDA FOOD CONSERVATION RECOMMENDATIONS
(Guide For Copywriting)

April 22, 1946

Reserve

The critical stage of the world famine emergency is expected during the next 90 days. The United States as the best fed nation in the world and the nation with the largest available resources for supplying starving peoples can afford to tighten its belt and modify its customary wasteful eating habits in order to increase the size of a lifesaving exportable surplus. The United States can make a sizable contribution to famine-stricken Europe and to the Far East without impairing the essential nutritional value of our diet here at home.

Of the foodstuffs most useful in meeting the present emergency, cereal grains and fats and oils are outstanding, with wheat easily topping the list. Wheat is the one foodstuff the United States can export that will best do the feeding job that needs to be done -- and do it quickly. To make the largest amount of wheat, rice, and other cereals, and of fats and oils available for shipment abroad immediately, the U. S. Department of Agriculture makes the following recommendations to the American people:

1. Conserve Food in Every Possible Way

Avoid waste. Prepare no more food than your family needs. Whenever possible, re-use left-overs and cooking fats. Let no useable food end up in the garbage can.

Eat less. If you customarily overeat -- as many of us do -- now is the time, of all times, to help yourself to health and your world-neighbor to life.

2. Eat Potatoes Instead of Bread, Rice, and Other Cereals

Throughout the country, potatoes are plentiful. They are reasonable in price, and they are an acceptable alternate for cereals during a period of emergency. We can ship abroad all the wheat, flour, and other cereals we can get to our ports, but we can ship only limited quantities of potatoes because they are too bulky and perishable to ship except in dried form.

3. Eat Cereals Sparingly, Particularly Wheat Products

All cereals are important in the famine emergency. Drain on the supply of any one increases the shortage problem for the whole group. We must save in the use of all of them. It will often be desirable, where supplies are available locally, to substitute oatmeal and cornmeal for wheat and rice -- which are the most urgently needed cereals for relief shipment.

4. Use Less Fats and Oils

Bake or broil meats, poultry, and fish instead of frying them. Avoid deep-fat frying of foods. Save all meat drippings for seasoning vegetables and other foods. When you no longer can re-use fats for food, turn them in for salvage so they can replace edible fats and oils in the manufacture of soaps and other essential products.

5. Eat Locally Abundant Vegetables

Fresh vegetables are and will be abundant in many areas. Many must be used locally or be wasted. Use them. These vegetables add much to the palatability, variety, and nutritive value of the diet. If you can possibly grow your own vegetables, do so.

6. Eat Fish, Eggs, and Poultry -- Which are Relatively Plentiful

Fish stocks -- particularly frozen fish -- are at an all time high. We are entering the season when eggs are abundant, and in most areas poultry supplies are plentiful. Use of these plentiful proteins -- especially in connection with plentiful vegetables -- will do much to compensate for reduced consumption of cereals and will help to relieve the demand for beef, pork, and lamb, which are much needed abroad and will be short of demand.

7. Share -- Don't Hoard

Hoarding is often a prelude to waste. Sharing defeats waste -- frees needed supplies for shipment abroad.

8. Produce Food if You Can

In order to help starving people through the 90-day pre-harvest crisis, the United States is drawing upon reserves of food usually carried over. It is doubly wise to rebuild these reserves, for while the pre-harvest crisis may be relieved by new crops, need for food throughout the world will remain large throughout 1946. For these reasons, farmers are asked to continue or increase their production efforts. Victory Gardeners are asked to keep their gardens growing. Housewives are asked to can surplus fruits and vegetables.

SUMMARY OF ACTION APPEALS

1. EAT LESS FATTY PRODUCTS AND FATS such as bread, cereals, macaroni, pies, cookies, cakes, salad dressing, etc.
2. WASTE NOTHING. Dress up leftovers. Buy no more than you can use. Clean your plate. Re-use, then salvage kitchen fats.
3. SERVE ORE PLentiful FOODS such as potatoes, eggs, poultry, fish, fruits and vegetables in season.
4. TEND UP YOUR VICTORY GARDEN and preserve food at home.